

SAN FERNANDO VALLEY BUSINESS JOURNAL

LOS ANGELES • GLENDALE • SANTA CLARITA VALLEY • BURBANK • CONEJO VALLEY • SIMI VALLEY • SAN FERNANDO • CALABASAS • AGOURA HILLS • ANTELOPE VALLEY

ADVERTISING AGREEMENT

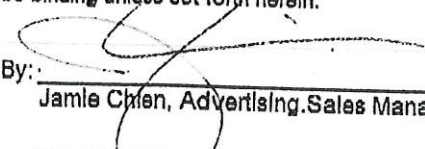
THIS CONTRACT IS NON-CANCELABLE

Date: January 18, 2011
Client Name: City of Burbank
Contact: Mary Hamzolan
Address: 160 N. Third St., 2nd Floor
City, State Zip: Burbank, CA 91510
Telephone: 818-238-5180
Email: MHamzolan@ci.burbank.ca.us
Agency Name: N/A
Contact:
Address:
City, State Zip:
Phone:
Email:


Publication(s): San Fernando Valley Business Journal
Los Angeles Business Journal
Advertisement Size(s): Cover Wrap, Full Page, 1/2 Page
Ad Cost per Insertion: See Schedule Below
Color Charge per Insertion: See Schedule Below
Total Price Per Insertion: See Schedule Below
Agency Discount: N/A
Total Number of Insertions: 12 x
Total Agreement Price: \$ 78,710 NET
Insertion Date(s): SFVBJ: 04-11, 08-20, 09-20, 11-21, 12-27 BOL
LABJ: 04-11, 05-16, 07-25, 08-08, 09-26,
11-21, 12-27 BOL

Additional Agreement Information:
SFVBJ: (1) 4-Page Cover Wrap = \$ 5,040 NET, (3) 1/2 Page = \$ 2,225 NET,
(1) FP Book of Lists Book Sponsorship = \$ 4,500 NET
LABJ: (1) 4-Page Cover Wrap = \$ 16,170 NET, (6) 1/2 Page = \$ 8,665 NET,
(1) FP Book of Lists Chapter Sponsorship = \$ 16,000 NET

1. This contract is valid until the date of the last insertion on December 26, 2011.
2. Ads placed into the annual Book of Lists may not be cancelled once this agreement is signed.
3. This agreement is subject to the terms and conditions set forth in the currently published rate card. By signing this agreement, the client agrees that it has received a copy of the current rate card and agrees to abide by its terms and conditions.
4. All first time advertisers (those who have not advertised with SFVBJ within the last 12 months) are required to prepay the full price of their first insertion. If there are subsequent ads included on this contract and credit is being applied for, a credit application must be completed, on or before press day. Press day is defined as the day the publication is sent to the printer, which is typically (3) business days prior to the issue date.
5. All advertising agreements for less than \$500 must be pre-paid by credit card or by check.
6. Payment is 30 days net from the date the advertisement is published.
7. The rate stated on the current published rate card is for space only based on electronic art and materials. If the advertisement requires additional electronic adjustments, these adjustments will be billed at the current production rates (15% above the cost of the space).
8. Publisher may reject any advertising which the publisher deems objectionable, inappropriate, dishonest or misleading. The advertiser agrees to hold the publisher harmless for any claims made against the advertiser as a result of publishing advertising placed by the advertiser.
9. If an advertising agency places advertising for a client, the agency guarantees payment due to the publisher.
10. All contracts which qualify for standard ad agency commissions of 15% are net 45 days. No agency commission will be allowed after 60 days of publication.
11. Advertising rates are based on frequency discounts. Any advertising agreement where rate frequency requirements are unfilled will be short rated to the appropriate earned rate. Short rates to be computed using the current rate card rates.
12. The client and/or advertising agency agrees that it has read and understands the terms of this agreement and has the authority to execute this agreement; in so doing so accepts full responsibility for payment of any and all advertisements under the terms of this contract and the current rate card.
13. The individual signing this agreement warrants that he or she has the authority to sign. This agreement, terms and conditions on the current rate card and the credit application, embody the entire agreement between the parties. No agreement or representations shall be binding unless set forth herein.

By: 
Jamie Chen, Advertising Sales Manager

January 19, 2011

By: 
Econ. Dev. Manager
TITLE